



ALEXANDR IOVCEV

DIGITAL MARKETER

PROFILE

I am an experienced digital marketer with PPC advertising specialization. Specialist in terms of conversion funnels and automation.

CONTACT

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iovcev.com

EDUCATION

Academy of economic studies of Moldova, 2007 - 2013

Master Degree in Marketing

LANGUAGES

- English - advanced
- Romanian - fluently
- Russian - fluently

SKILLS

- PPC advertising: Facebook Ads, Google Ads, Twitter, LinkedIn, Reddit, Propeller Ads
- SEO/SEM
- Email marketing
- Data analysis: Google Analytics, GTM, Facebook Analytics, Mouseflow, Hotjar, Yandex.Metrika, Data Studio, Firebase, Binom, Voluum, Thrive
- Web: HTML, CSS, Bootstrap, WordPress, Open Cart
- Web dev: JS, Python
- iOS dev: Xcode/Swift

EXPERIENCE

SBC Digital, June 2023 - present **Search Feed Arbitrage**

Media Buyer

[sbc-digital.com](https://www.sbc-digital.com)

- Search Arbitrage: Facebook Ads, Google Ads,

sellerboard, Sep 2019 - present **Accurate Profit Analytics For Amazon Sellers**

Digital marketer (part-time)

[sellerboard.com](https://www.sellerboard.com)

- PPC advertising: Facebook Ads, Google Ads, LinkedIn, Reddit,
- Audience targeting and identification, media campaign planning

Point2Web, May 2023 - July 2023

Media Buyer

[point2web.com](https://www.point2web.com)

- LeadGen: Facebook Ads, TikTok Ads, Snapchat

identi, Apr 2018 - Apr 2023 **Media Buying company**

PPC specialist, Media Buyer

[identi.com](https://www.identi.com)

- PPC advertising: Facebook Ads, Google Ads, Native Ads (Taboola, Outbrain, Mgid)
- ROI-oriented advertising: campaigns elaboration, launching, monitoring, split testing, adjusting, and reporting.

EXPERIENCE

FinTech Lab - Ocean Credit IFN and Volt, Oct 2019 - Feb 2020

FinTech company/P2P transfers app

Digital marketer

oceancredit.ro volt.ro

- PPC advertising: Facebook Ads, Google Ads
- Email marketing
- Chatbots: Mailchimp Automatization: Automate.io, Integromat
- Audience targeting and identification, media campaigns planning
- Engaging and converting users through large-scale digital marketing campaigns and multilevel funnels

AgroProfi, Feb 2015 - Mar 2018

Agricultural machines

Senior marketing manager

agroprofi.md

- Market research, market trends analysis;
- Market and competitors analysis;
- Email marketing;
- PPC: Google Ads, Facebook Ads;
- Regional promotions and events;
- Marketing activities and advertising campaigns;
- Organization, participation, and conducting of specialized seminars;

EXPERIENCE

**Difiz - Web design company,
Dec 2014 - Feb 2015**
Design and web development
Digital marketer

difiz.com

- Web Projects promotion and SEO optimization;
- SMM: Facebook, Instagram;
- YouTube channels promotion;

**Alo, Kozlovna Pub, Kebabos
fastfood network,
Feb 2014 - Oct 2014**
Marketing manager

alo.md kozlovna.md

**Garden Palace Event Restaurant,
Feb 2013 - Jan 2014**
Events restaurant
Marketing director

**Sun Communications,
Oct 2012 - Feb 2013**
**Digital TV, Internet, Telephone
Services**
Marketing Specialist

**Sanin,
Dec 2011 - May 2012**
Polyethylene products

Marketing Specialist

**Alimentarmas,
Jul 2008 - Jul 2011**
Food equipment plant

Marketing Specialist